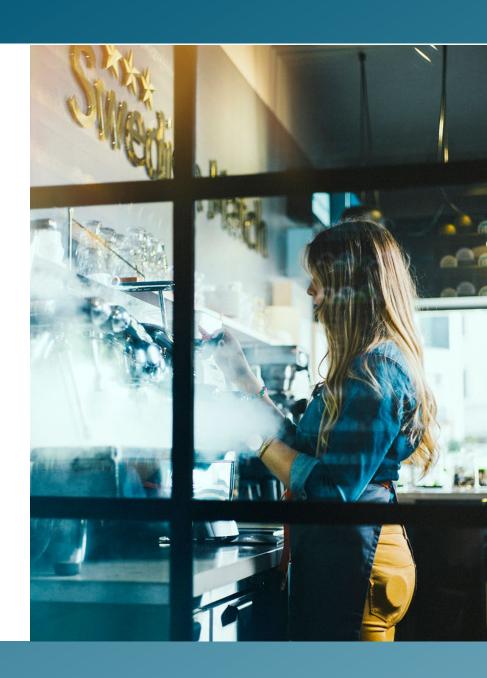
Lars Dahlgren
President and CEO

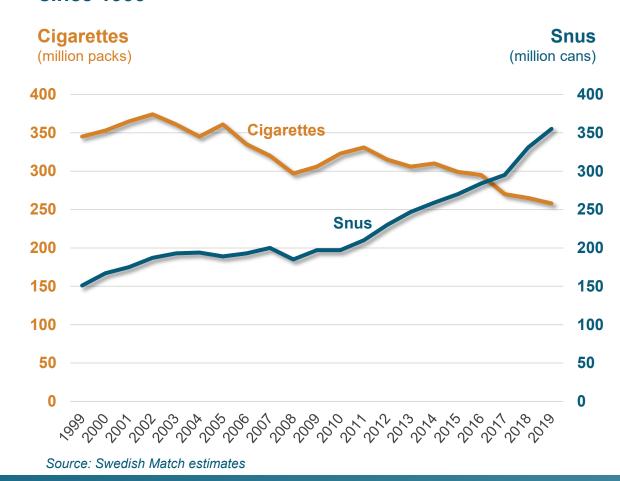


- Record sales and operating profit from product segments
- Successful national launch of ZYN nicotine pouches in the US
- Nicotine pouches introduced in several new countries
- Strong growth in market for smokefree alternatives in Scandinavia
- Swedish Match's volumes in Scandinavia continued to grow despite challenging competitive dynamics
- US cigar market declined in volume terms, but Swedish Match well positioned in faster growing segments
- Stable earnings for chewing tobacco in the US, but challenging dynamics in other markets
- Challenging year for Lights, but strong reported results
- 20 year anniversary of divestment of cigarettes

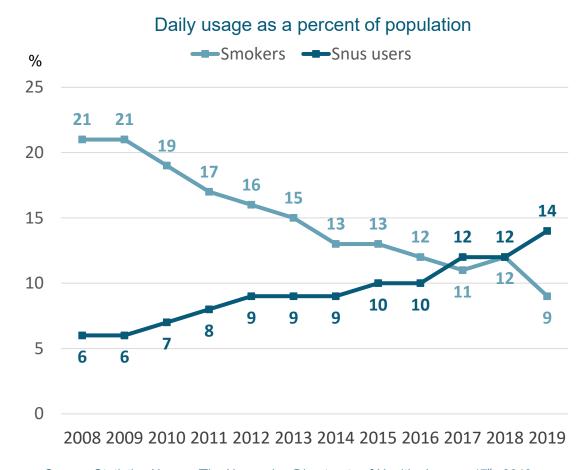


Focus on alternatives has been successful

Volume development for cigarettes and snus in Sweden since 1999



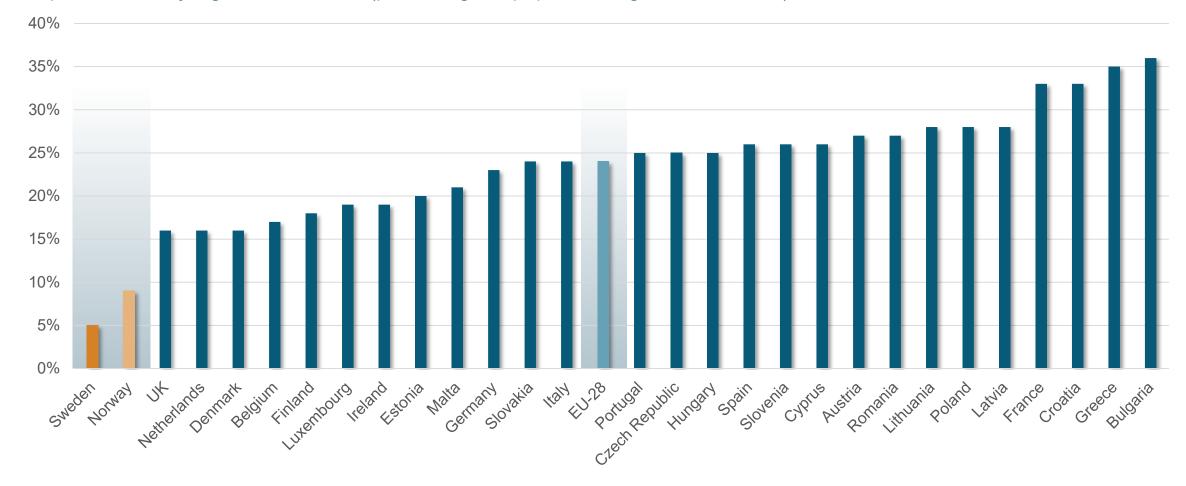
In Norway, smokers have replaced smoking with snus



Source: Statistics Norway/The Norwegian Directorate of Health, January 17th, 2019.

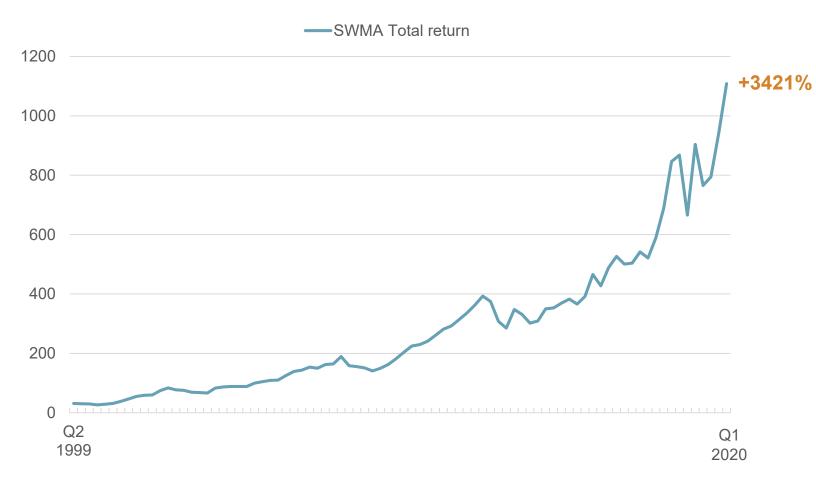
Uniquely low prevalence of smoking in Sweden and Norway

Proportion of daily cigarette smokers (percentage of population aged 15 and over)



Source: Special Eurobarometer 458, European Commission (2017)

Since Swedish Match's decision 20 years ago, we have delivered strong shareholder returns







Source: Bloomberg TSR data 1999-06-30 to 2020-03-31

Our competitors have now followed



"Delivering a smoke free future"





"Reducing the health impact of our business through offering a greater choice of enjoyable and less risky products for our consumers"











"Creating something better for the world's smokers"











"Responsibly lead the transition of adult smokers to a noncombustible future"







Cigarette operations divested



2000

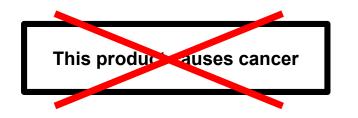
GOTHIATEK established



2002

Cancer warning for snus in the EU abolished

Exalt launched in the US



Opening of Kungälv factory
Sales company started in Norway

Catch snus launched in the US



2004

National US rollout of Longhorn moist snuff General snus launched in the US





2008

US launch of Triumph snus, a joint venture with Lorillard



Joint venture with Philip Morris

Broader launch of General in the US





2010

Scandinavian Tobacco Group merger



2011

Launch of General snus in square can in the US



2014

New vision

ZYN test market in Colorado MRTP application submitted





XRANGE launched

PMI joint venture dissolved

Swedish Match and Philip Morris International to dissolve smokeless joint venture



2017

V2 acquired

Final sell down in STG





2016

ZYN launched in US western region

ZYN launched in Sweden

STG listed at the Copenhagen Stock Exchange

New R&D center opened in the US







Oliver Twist acquired

Gotlandssnus acquired

ZYN launched in Czech Rep. and Denmark







2019

Swedish Match granted first ever MRTP from FDA for General snus

US ZYN national launch



FDA grants first-ever modified risk orders to eight smokeless tobacco products

FDA concludes completely switching from cigarettes to these authorized products lowers certain health risks







Record financial performance

	2019	2018	
Sales	14,739	12,966	+14%
Operating profit from product segments	5,828	4,936	+18%
Operating profit	5,307	4,812	+10%
Net profit	3,896	3,578	+9%
EPS, adjusted	25.41	20.63	+23%
EPS	23.22	20.63	+13%



Indexed share price development since last AGM



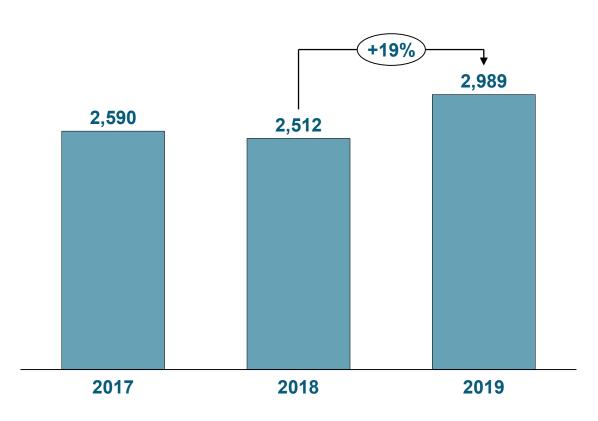
Share price 2019-04-09 to 2020-03-31

Value transfers to shareholders

Proposed ordinary dividend per share, *SEK*



Funds returned to shareholders through share repurchases, MSEK



Investments for growth

Nicotine pouch production in Silkeborg, Gotland and Gothenburg



US national launch of ZYN



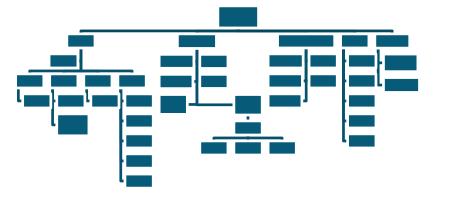
Nicotine pouches introduced in 10 countries



New plant for ZYN production in the US



New organization for expansion markets



Thank you!

